

Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (Currently Amended) A method executed by at least one computer processor for providing metadata-selected advertisements, comprising:

receiving media comprising at least one object, metadata associated with the object and containing a description of the object, and metadata associated with a plurality of advertisements related to the object;

displaying the media and the object on a viewing device;

receiving a user selection of the object displayed on the viewing device;

processing metadata associated with the object selected by the user;

comparing the metadata associated with the object selected by the user with the metadata associated with the plurality of advertisements related to the object; and

selecting ~~an advertisement~~ one of the plurality of advertisements related to the object ~~from the plurality of advertisements~~ based on the ~~comparing~~ comparison.

2. (Previously Presented) The method of claim 1 further comprising displaying the selected advertisement on the viewing device.

3-5. (Cancelled)

6. (Previously Presented) The method of claim 1 wherein the metadata associated with the object and the metadata associated with the plurality of advertisements are received on a broadcast channel on which the media is also received.

7. (Previously Presented) The method of claim 1 wherein the metadata associated with the object and the metadata associated with the plurality of advertisements are received on a separate broadcast channel from the media.

8. (Previously Presented) The method of claim 1 further comprising storing the metadata associated with the object and the metadata associated with the plurality of advertisements.

9. (Previously Presented) The method of claim 8 wherein the metadata associated with the object and the metadata associated with the plurality of advertisements are stored on a single storage device.

10. (Previously Presented) The method of claim 8 wherein the metadata associated with the object and the metadata associated with the plurality of advertisements are stored on a plurality of storage devices.

11. (Previously Presented) The method of claim 1 further comprising receiving the selected advertisement..

12. (Previously Presented) The method of claim 11 wherein the selected advertisement is received within the media.

13. (Previously Presented) The method of claim 11 wherein the selected advertisement is received on a broadcast channel on which the media is also received.

14. (Previously Presented) The method of claim 11 wherein the selected advertisement is received on a separate broadcast channel from the media.

15. (Previously Presented) The method of claim 1 further comprising storing the selected advertisement.

16. (Previously Presented) The method of claim 15 wherein the selected advertisement is stored on a single storage device.

17. (Previously Presented) The method of claim 15 wherein the selected advertisement is stored on a plurality of storage devices.

18. (Currently Amended) A method executed by at least one computer processor for providing metadata-selected advertisements, comprising:

receiving media, metadata associated with the media and containing a description of the media, and metadata associated with a plurality of advertisements related to the media;

processing the metadata;
comparing the metadata associated with the
media with the metadata associated with the plurality of
advertisements related to the media;
selecting ~~an advertisement~~ one of the
plurality of advertisements related to the media ~~from the~~
~~plurality of advertisements~~ based on the ~~comparing~~
comparison; and
displaying the selected advertisement.

19. (Cancelled)

20. (Previously Presented) The method of
claim 18 wherein the metadata associated with the media and
the metadata associated with the plurality of
advertisements are received on a broadcast channel on which
the media is also received.

21. (Previously Presented) The method of
claim 18 wherein the metadata associated with the media and
the metadata associated with the plurality of
advertisements are received on a separate broadcast channel
from the media.

22. (Previously Presented) The method of
claim 18 further comprising storing the metadata associated
with the media and the metadata associated with the
plurality of advertisements.

23. (Previously Presented) The method of
claim 22 wherein the metadata associated with the media and

the metadata associated with the plurality of advertisements are stored on a single storage device.

24. (Previously Presented) The method of claim 22 wherein the metadata associated with the media and the metadata associated with the plurality of advertisements are stored on a plurality of storage devices.

25. (Previously Presented) The method of claim 18 further comprising receiving the selected advertisement.

26. (Previously Presented) The method of claim 25 wherein the selected advertisement is received within the media.

27. (Previously Presented) The method of claim 25 wherein the selected advertisement is received on a broadcast channel on which the media is also received.

28. (Previously Presented) The method of claim 25 wherein the metadata associated with the media and the metadata associated with the plurality of advertisements are received on a separate broadcast channel from the media.

29. (Previously Presented) The method of claim 18 further comprising storing the selected advertisement.

30. (Previously Presented) The method of claim 29 wherein the selected advertisement is stored on a single storage device.

31. (Previously Presented) The method of claim 29 wherein the selected advertisement is stored on a plurality of storage devices.

32. (Currently Amended) A method executed by at least one computer processor for providing metadata-selected advertisements, comprising:

receiving media, metadata associated with the media and containing a description of the media, and metadata associated with a plurality of advertisements related to the media;

processing the metadata;

comparing the metadata associated with the media with the metadata associated with the plurality of advertisements related to the media;

selecting ~~an advertisement~~ one of the plurality of advertisements related to the media ~~from the plurality of advertisements~~ based on the ~~comparing~~ comparison;

downloading the selected advertisement ; and
displaying the selected advertisement.

33. (Previously Presented) The method of claim 32 wherein the metadata associated with the media and the metadata associated with the plurality of advertisements further contain a source address.

34. (Previously Presented) The method of claim 33 wherein the source address is a Uniform Resource Locator.

35. (Previously Presented) The method of claim 33 wherein the source address is a telephone number.

36. (Currently Amended) A method executed by at least one computer processor for providing metadata-selected advertisements, comprising:

receiving media, metadata associated with the media and containing a description of the media, and metadata associated with a plurality of advertisements related to the media;

processing the metadata;

comparing the metadata associated with the media with the metadata associated with the plurality of advertisements related to the media;

selecting ~~an advertisement~~ one of the plurality of advertisements related to the media ~~from the plurality of advertisements~~ based on the ~~comparing~~ comparison;

monitoring the selected advertisement;

collecting data on the selected advertisement; and

recording the data.

37. (Currently Amended) A system for providing metadata-selected advertisements comprising:

a receiver that receives media containing at least one object, metadata associated with the object and containing a description of the object, and metadata

associated with a plurality of advertisements related to the object;

a viewing device that displays the media and the object;

a user input device that receives a user selection of the object displayed on the viewing device; and

a processor operative to: process the metadata associated with the object selected by the user; compare the metadata associated with the object selected by the user with the metadata associated with the plurality of advertisements related to the object; select an ~~advertisement~~ one of the plurality of advertisements related to the object ~~from the plurality of advertisements~~ based on the ~~comparing~~ comparison; and display the selected advertisement on the viewing device.

38. (Cancelled)

39. (Cancelled)

40. (Previously Presented) The system of claim 37 wherein the receiver receives the metadata associated with the object and the metadata associated with the plurality of advertisements on a broadcast channel on which the receiver also receives the media.

41. (Previously Presented) The system of claim 37 wherein the receiver receives the metadata associated with the object and the metadata associated with the plurality of advertisements on a different broadcast channel from the media.

42. (Previously Presented) The system of claim 37 further comprising a storage unit that stores metadata associated with the object and the metadata associated with the plurality of advertisements.

43. (Previously Presented) A system for providing metadata-selected advertisements comprising:

a viewing device;

a receiver that receives media, metadata associated with the media and containing a description of the media, and metadata associated with a plurality of advertisements; and

a processor operative to: process the metadata associated with the media; compare the metadata associated with the media with the metadata associated with the plurality of advertisements; select an advertisement related to the media from the plurality of advertisements based on the comparing; and display the selected advertisement on the viewing device.

44. (Cancelled)

45. (Previously Presented) The system of claim 43 wherein the receiver receives the metadata associated with the media and the metadata associated with the plurality of advertisements on a broadcast channel on which the receiver receives the media.

46. (Previously Presented) The system of claim 43 wherein the receiver receives metadata associated with the media and the metadata associated with the

plurality of advertisements on a different broadcast channel from the media.

47. (Previously Presented) The system of claim 43 further comprising a storage unit that stores the metadata associated with the media and the metadata associated with the plurality of advertisements.

48. (Currently Amended) A system for providing metadata-selected advertisements comprising:

a viewing device;

a receiver that receives media, metadata associated with the media and containing a description of the media, and metadata associated with a plurality of advertisements related to the media; and

a processor operative to: process the metadata associated with the media; compare the metadata associated with the media with the metadata associated with the plurality of advertisements related to the media; select ~~an advertisement~~ one of the plurality of advertisements related to the media ~~from the plurality of advertisements~~ based on the ~~comparing~~ comparison; download the selected advertisement based on the metadata; and display the selected advertisement on the viewing device.

49. (Cancelled)

50. (Previously Presented) The system of claim 48 wherein the receiver receives the metadata associated with the media and the metadata associated with the plurality of advertisements on a broadcast channel on which the receiver also receives the media.

51. (Previously Presented) The system of claim 48 wherein the receiver receives metadata associated with the media and the metadata associated with the plurality of advertisements on a different broadcast channel from the media.

52. (Previously Presented) The system of claim 48 further comprising a storage unit that stores the metadata associated with the media and the metadata associated with the plurality of advertisements.

53. (Currently Amended) A system for providing metadata-selected advertisements comprising:

a receiver that receives media, metadata associated with the media and containing a description of the media, and metadata associated with a plurality of advertisements related to the media; and

a storage device; and

a processor operative to: process the metadata associated with the media; compare the metadata associated with the media with the metadata associated with the plurality of advertisements related to the media; select ~~an advertisement~~ one of the plurality of advertisements related to the media ~~from the plurality of advertisements~~ based on the ~~comparing~~ comparison; collect data relating to the selected advertisement; and record the collected data on the storage device.